



Scripps Operating Cash Flow Up 10 Percent

July 12, 2000

CINCINNATI, July 12 /PRNewswire/ -- The E.W. Scripps Company's (NYSE: SSP) operating cash flow increased 10 percent to \$121 million in the second quarter.

Results were driven by rapid growth of the company's cable television networks and improved performance by the company's television station group.

Earnings per share from core operations were 59 cents vs. 56 cents during the same quarter a year earlier.

The company announced during the quarter that it has asked the U.S. Attorney General to approve a joint operating agreement between the Denver Rocky Mountain News and The Denver Post, which is owned by privately held MediaNews Group Inc. Such agreements are allowed under the Newspaper Preservation Act of 1970.

The agreement calls for the creation of the Denver Newspaper Agency, a third party entity owned equally by Scripps and MediaNews, to handle all of the business functions of the two Denver newspapers. Both newspapers will maintain independent news operations. Full implementation of the agreement is pending the Attorney General's approval.

The company announced earlier this week that negotiators for the Denver Newspaper Agency had reached long-term collective bargaining agreements with the unions that represent 2,600 employees at the two newspapers. The labor agreements will become effective when the joint operating agreement is approved. In a related development, the unions this week have asked the Attorney General to promptly approve the proposed joint operating agreement.

Excluding operating losses at the Denver Rocky Mountain News, second quarter earnings per share increased 14 percent to 66 cents vs. 58 cents in 1999. Operating losses during the second quarter at the News, including depreciation and amortization expenses, were \$8.6 million compared to \$2.8 million for the same period in 1999.

In its category media division, Scripps announced during the second quarter that it will launch a fourth cable television and Internet network, Fine Living, in the second half of 2001. Fine Living will be a 24-hour cable TV network, with companion Web site, that targets the interests and passions of higher income viewers and taps the \$200 billion-plus luxury consumer goods and services market.

"We made key strategic decisions during the second quarter to position Scripps for continued growth and the creation of long-term value," said William R. Burleigh, chairman and chief executive officer. "We moved decisively to put the company's largest newspaper on more secure financial footing by petitioning for a joint operating agreement. It was a difficult decision, but one we believe is best for the Denver community, our employees, the company and its shareholders."

"Building on the phenomenal success of Home & Garden Television and the Food Network, we announced plans last month to launch our fourth cable television network, Fine Living," Burleigh said. "Our category media division, which also includes the increasingly popular Do It Yourself television and Internet brand, continues to grow rapidly."

"At our television stations, improved ratings for ABC network programming have provided a welcomed boost in primetime revenues. A modestly improved TV advertising environment, the return of political advertising and continued cost discipline measures, are driving better broadcast television results."

"At the Scripps newspapers, advertising revenue growth was solid, but continued operating losses at the Denver Rocky Mountain News, higher newsprint prices and increased spending on new online and print products inhibited cash flow growth," Burleigh said.

"On the interactive media front, the local portals we've developed around our TV stations and newspapers are handily meeting the online challenge," Burleigh added. "Strong online recruitment, automotive and real estate products are capturing new revenues in all of our markets, and we see scant evidence that classified advertising revenues are eroding away to Internet competitors. Our category media sites, including comics.com, hgtv.com, foodtv.com and diy.net.com, are rapidly gaining scale."

Following are results by operating group:

Newspapers

Operating cash flow decreased 8.2 percent to \$64 million. Excluding the Denver Rocky Mountain News, operating cash flow decreased 1.5 percent. An 8 percent year-over-year increase in newsprint prices, and increased investment in online and print products, contributed to lower cash flow in the newspaper division.

Newspaper advertising revenue during the second quarter increased 8.4 percent to \$187 million. Broken down by category:

- Local retail increased 6.2 percent to \$69.1 million.
- Classified increased 7.7 percent to \$78.3 million.
- National increased 7.1 percent to \$10.1 million.

- Preprint and other increased 17 percent to \$29.5 million.

Circulation revenues decreased 4.3 percent to \$36.3 million.

Total newspaper revenues were \$239 million, up 5 percent.

Category Media

Category media operating cash flow increased 76 percent to \$25.2 million.

Home & Garden Television produced operating cash flow of \$23.8 million vs. \$11.4 million in the year-ago period. HGTV revenues grew 47 percent to \$60 million.

Home & Garden Television now reaches 62.9 million domestic subscribers, an increase of 7.7 million in the past 12 months and up 2.4 million in the second quarter.

The Food Network had revenues of \$26.3 million, up 67 percent. Food Network operating cash flow was \$4.9 million compared to \$3.3 million in the second quarter last year.

The network reaches 49.1 million domestic subscribers, up 8.4 million in the past 12 months and up 2.7 million in the second quarter.

Start-up costs for the Do It Yourself (DIY) network were \$2.5 million vs. \$900,000 in the year-ago period. DIY, launched Sept. 30, is a simultaneous on-air, on-line network that provides immediate access to step-by-step instructions, in-depth demonstrations and tips for the do-it-yourself home enthusiast. The network now reaches several million homes served by satellite and cable television services. The company currently anticipates that Fine Living's impact on earnings per share will be negligible for 2000 and up to 10 cents per share for 2001.

Broadcast Television

Broadcast television operating cash flow increased 19 percent to \$32.9 million. Revenues increased 7.2 percent to \$87.5 million. Broadcast television cash operating costs during the second quarter increased 1.2 percent.

In the second half of the last congressional election year, 1998, the company's television stations carried \$16.6 million in political advertising. A similar amount is expected in the second half of 2000.

Licensing and Other Media

Revenues increased 15 percent to \$26 million. Operating cash flow was \$4 million vs. \$2.8 million in the second quarter of last year.

Internet

The 31 Scripps Internet sites recorded approximately 329 million page views during the second quarter compared to 232 million in the same period last year, an increase of 42 percent. Broken down by category, second quarter page views were:

- Local portals (newspapers and television stations), 76 million, up 22 percent.
- Category television (hgtv.com, foodtv.com, diy.net.com), 128 million, up 66 percent.
- United Media (comics.com), 125 million, up 27 percent.

The company's Internet sites generated \$5 million in revenue during the second quarter. Related costs were \$7 million.

This press release contains certain forward-looking statements related to the company's newspaper publishing, category media and broadcast television businesses that are based on management's current expectations. Forward-looking statements are subject to certain risks, trends and uncertainties, including changes in advertising demand and other economic conditions, that could cause actual results to differ materially from the expectations expressed in forward-looking statements. All forward-looking statements should be evaluated with the understanding of their inherent uncertainty. The company's written policy on forward-looking statements can be found on page F-4 of its 1999 SEC Form 10K and page F-13 of its most recent Form 10Q.

The E.W. Scripps Company is a diverse media concern with interests in newspaper publishing, broadcast television, cable television programming and interactive media. Scripps operates 20 daily newspapers, 10 broadcast TV stations and three cable television networks, with plans to launch a fourth.

Scripps cable television network brands include Home & Garden Television, Food Network, Do it Yourself, and Fine Living, due to launch in the second half of 2001.

The company also operates Scripps Howard News Service, United Media, the worldwide licensing and syndication home of PEANUTS and DILBERT, and 31 Web sites, including hgtv.com, foodtv.com, diy.net.com and comics.com.

THE E.W. SCRIPPS COMPANY
(in thousands, except per share data)

	Three months ended June 30,			Six months ended June 30,		
	2000	1999	Fav(Unf)	2000	1999	Fav(Unf)
Operating Revenues:						
Newspapers	\$239,273	\$226,819	5.5%	\$469,297	\$448,571	4.6%

Broadcast television	87,471	81,605	7.2%	164,158	156,972	4.6%
Category television	86,466	57,586	50.2%	159,789	105,786	51.0%
Licensing and other media	26,014	22,585	15.2%	51,334	48,329	6.2%
Total	439,224	388,595	13.0%	844,578	759,658	11.2%
Divested operations(a)		2,690		5,505	7,887	
Total operating revenues	\$439,224	\$391,285	12.3%	\$850,083	\$767,545	10.8%
Operating Cash Flow:						
Newspapers	\$64,016	\$69,726	(8.2)%	\$126,477	\$134,985	(6.3)%
Broadcast television	32,910	27,709	18.8%	56,464	49,157	14.9%
Category television	25,179	14,290	76.2%	40,517	19,284	
Licensing and other media	4,005	2,769	44.6%	8,179	6,806	20.2%
Corporate	(4,735)	(4,474)		(9,561)	(8,849)	
Total	121,375	110,020	10.3%	222,076	201,383	10.3%
Divested operations(a)		21		364	384	
Total operating cash flow	121,375	110,041	10.3%	222,440	201,767	10.2%
Depreciation	17,185	14,051	(22.3)%	34,259	30,404	(12.7)%
Amortization	10,071	9,716	(3.7)%	19,805	19,352	(2.3)%
Total operating income(c)	94,119	86,274	9.1%	168,376	152,011	10.8%
Interest expense	(13,481)	(11,026)		(26,117)	(22,099)	
Investment results, net of expenses(b)	(1,449)	581		(10,511)	515	
Net gains on divested operations(a)				6,269		
Miscellaneous, net	45	1,071		991	2,439	
Provision for income taxes	(32,551)	(31,556)		(57,665)	(54,488)	
Minority interests	(1,063)	(1,113)		(2,119)	(2,146)	
Net income	\$45,620	\$44,231		\$79,224	\$76,232	
Per Share of Common Stock -- Diluted:						
Net income	\$.58	\$.56		\$1.00	\$.96	
Weighted average shares outstanding	78,995	78,950		78,942	79,038	

Excluding investment results and net gains on divested operations:

Net income	\$46,570	\$43,852	6.2%	\$82,305	\$75,896	8.4%
------------	----------	----------	------	----------	----------	------

Net income per share of common stock -- diluted \$.59 \$.56 5.4% \$1.04 \$.96 8.3%

(a) In the first quarter of 2000 the Company i) acquired the daily newspaper in Fort Pierce, Florida, in exchange for its newspaper in Destin, Florida, and cash and ii) sold its independent telephone directories in Memphis, Tennessee, Kansas City, Missouri, and North Palm Beach, Florida. The sales and trade resulted in net gains of \$6.3 million, \$3.8 million after-tax (\$.05 per share).

(b) Included in investment results in the second quarter of 2000 are i) recognized investment gains and losses, including a \$4.0 million writedown of the Company's investment in garden.com, and ii) an adjustment to accrued incentive compensation related to changes in the net gains (realized and estimated unrealized) on the Scripps Ventures I portfolio. Net income was reduced \$1.0 million (\$.01 per share) in the second quarter and \$6.8 million (\$.09 per share) year-to-date. Accrued incentive compensation was decreased \$3.3 million in the quarter, to \$10.8 million, in conjunction with the decrease of \$22 million in the net gain on Scripps Ventures I's portfolio, to \$72 million at June 30, 2000. The incentive compensation for Scripps Ventures I will be paid in 2001 based on the portfolio's return through June 2001. Scripps Ventures II's portfolio managers have a minority equity interest in the income of that portfolio. The estimated value of Scripps Ventures I and II's portfolios at June 30, 2000, was \$138 million.

(c) Operating income by segment is as follows:

	Three months ended June 30,			Six months ended June 30,		
	2000	1999	Fav(Unf)	2000	1999	Fav(Unf)
Operating Income:						
Newspapers	\$47,870	\$55,795	(14.2)%	\$94,744	\$106,077	(10.7)%
Broadcast						
television	25,829	20,927	23.4%	42,347	35,314	19.9%
Category						
television	21,722	12,048	80.3%	33,476	13,653	
Licensing and						
other media	3,700	2,285	61.9%	7,581	6,078	24.7%
Corporate	(5,002)	(4,725)		(10,065)	(9,340)	
Total	94,119	86,330	9.0%	168,083	151,782	10.7%
Divested						
operations(a)		(56)		293	229	
Total						
operating						
income	\$94,119	\$86,274	9.1%	\$168,376	\$152,011	10.8%

(d) Operating results for the Company's Category Television networks are as follows:

	Three months ended June 30,			Six months ended June 30,		
	2000	1999	Fav(Unf)	2000	1999	Fav(Unf)
(in thousands, except per share data)						
HGTV:						
Operating						
revenues	\$59,868	\$40,863	46.5%	\$110,856	\$73,918	50.0%
Operating						
cash flow	23,760	11,419		38,195	16,015	
Operating						
income	22,414	11,267	98.9%	35,340	14,261	
Net income						
effect	13,682	7,077	93.3%	21,511	8,897	
Net income effect						
per share of						
common stock --						
assuming						
dilution	\$.17	\$.09	93.3%	\$.27	\$.11	
FOOD NETWORK:						
Operating						
revenues	\$26,348	\$15,759	67.2%	\$48,538	\$29,669	63.6%
Operating						

cash flow	4,868	3,336	45.9%	7,818	3,831
Operating income	2,819	1,441	95.6%	3,660	150
Net income effect	1,751	897	95.2%	2,284	66
Net income effect per share of common stock -- assuming dilution	\$.02	\$.01	94.7%	\$.03	\$.00

THE E.W. SCRIPPS COMPANY
Unaudited Revenue and Statistical Summary
Period: June
Report date: July 12, 2000

For comparative purposes, this report excludes divested operations, and includes acquired operations as if they had been purchased January 1, 1999.

	2000	June 1999	%	Year-to-date 2000	Year-to-date 1999	%
CONSOLIDATED REVENUE						
Newspapers	\$74.0	\$71.6	3.3%	\$471.8	\$453.8	4.0%
Broadcast						
Television	28.0	25.5	9.8%	164.2	157.0	4.6%
Category						
Television	27.1	18.1	50.3%	159.8	105.8	51.0%
Licensing and						
Other Media	9.4	8.3	13.5%	51.3	48.3	6.2%
TOTAL	\$138.5	\$123.4	12.2%	\$847.1	\$764.9	10.7%
NEWSPAPERS ***						
Revenue (in millions)						
Local	\$21.2	\$19.7	7.5%	\$137.4	\$133.9	2.7%
Classified	25.0	23.7	5.7%	152.9	141.7	7.9%
National	3.1	3.1	0.2%	18.9	17.8	5.9%
Preprints and other	8.9	8.2	7.7%	57.3	50.0	14.6%
Newspaper advertising	58.2	54.7	6.3%	366.5	343.4	6.7%
Circulation	11.5	12.0	(4.2)%	74.9	78.9	(5.0)%
Other *	4.3	4.9	(12.2)%	30.4	31.6	(3.8)%
Newspapers	\$74.0	\$71.6	3.3%	\$471.8	\$453.8	4.0%
Ad inches (in thousands)						
Local	748	742	0.8%	5,000	5,031	(0.6)%
Classified	994	969	2.6%	6,149	5,864	4.9%
National	80	77	3.6%	507	432	17.3%
Full run ROP	1,822	1,789	1.9%	11,657	11,327	2.9%
BROADCAST TELEVISION						
Revenue						
Local	\$14.7	\$14.1	4.3%	\$89.2	\$86.4	3.1%
National	10.2	9.6	6.1%	63.4	60.6	4.7%
Political	1.3	0.1		3.9	0.5	
Other	1.8	1.7	6.5%	7.7	9.4	(18.3)%
Broadcast Television	\$28.0	\$25.5	9.8%	\$164.2	\$157.0	4.6%

CATEGORY TELEVISION

Revenue

Advertising	\$21.9	\$13.4	63.7%	\$128.2	\$76.7	67.1%
Affiliate fees	4.8	4.3	13.7%	29.2	24.6	18.4%
Other	0.4	0.4	(6.9)%	2.4	4.4	(44.9)%

Category

Television	\$27.1	\$18.1	50.3%	\$159.8	\$105.8	51.0%
------------	--------	--------	-------	---------	---------	-------

Subscribers ** (homes in millions)

HGTV				62.9	55.2	13.9%
Food Network				49.1	40.7	20.6%

* Includes share of profits of JOA newspapers not managed by the Company and commercial printing.

** According to Nielsen Homevideo Index of homes that receive cable networks.

*** For comparative purposes, certain 1999 amounts have been reclassified to conform to 2000 classifications.

SOURCE The E.W. Scripps Company

CONTACT: Tim Stautberg of The E.W. Scripps Company, 513-977-3826, or stautberg@scripps.com/